What is claimed is:

1. A method for pricing an electronics assembly system solution for a customer comprising the steps of:

a. predicting, with the aid of a computer model, a customer benefit to be realized through the use of the electronics assembly system solution;

b. generating a customer benefit guarantee based on the predicted customer benefit; and

c. communicating a message relating to the customer benefit guarantee associated with the predicted customer benefit.

2. The method according to claim 1, in which the customer benefit guarantee comprises a particular cost of ownership of the electronics assembly system.

3. The method according to claim 1, wherein the prediction is performed using a computer model that represents the electronics assembly system at a material flow level of abstraction.

4. The method according to claim 1, wherein the step of predicting a customer benefit with the aid of a computer model comprises the steps of:

entering data into an input interface;

transferring data from the input interface to a modeling tool; and

building a simulation with the modeling tool utilizing the transferred data.

5. The method according to claim 4, wherein the simulation comprises a discrete event simulation.

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6. The method according to claim 4, wherein the step of entering data is performed on a client device and the step of building the simulation is performed on a server device.

7. The method according to claim 4, wherein the input interface comprises a spread sheet.

8. The method according to claim 4, wherein the input interface comprises a web form.

9. The method according to claim 1, wherein the computer model comprises a customized user interface.

10. The method according to claim 1, wherein the prediction is performed using a computer model that represents the electronics assembly system and simulates an aspect of the behavior of the system.

11. The method according to claim 1, wherein the prediction is performed during a particular customer session.

12. The method according to claim 1, comprising the further step of offering the electronics assembly solution at a price that is a function of the guaranteed customer benefit.

13. The method according to claim 1, comprising the further step of offering the electronics assembly solution at a price that is a preselected fraction of the guaranteed customer benefit.

14. The method according to claim 12, wherein value corresponding to the price for the electronics assembly solution is collected after the customer benefit is realized.

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15. A method for financing the price of a customer's purchase of an electronics assembly system solution, the method comprising the steps of:

a. providing an electronics assembly system solution;

b. computing a customer benefit associated with the solution;

c. computing a monetary value based on the customer benefit; and

d. collecting from the customer an amount based on the computed monetary value.

16. The method according to claim 15, wherein the step of computing a customer benefit comprises modeling the electronics assembly system solution at a material flow level of abstraction.

17. The method according to claim 16, wherein the step of computing a customer benefit comprises the steps of:

entering data into an input interface;

transferring data from the input interface to a modeling tool; and

building a simulation with the modeling tool utilizing the transferred data.

18. The method according to claim 17, wherein the simulation comprises a discrete event simulation.

19. The method according to claim 17, wherein the step of entering data is performed on a client device and the step of building the simulation is performed on a server device.

20. The method according to claim 17, wherein the input interface comprises a spread sheet.

21. The method according to claim 17, wherein the input interface comprises a web form.

22. The method according to claim 15, wherein the step of computing a customer benefit is performed using a computer model that represents the electronics assembly system and simulates an aspect of the behavior of the system.

23. The method according to claim 15, wherein the computed monetary value is based on actual customer benefit realized during use of the electronics assembly system solution.

24. The method according to claim 15, wherein the collected amount comprises a fixed price portion and a variable portion based on actual customer benefit realized during use of the electronics assembly system solution.

25. The method according to claim 23, wherein the customer benefit is computed using a computer model.

26. The method according to claim 25, wherein the computer model represents the system at a material flow level of abstraction.

27. The method according to claim 25, wherein the computer model comprises a portion that simulates at least an aspect of the behavior of the system.

28. A method for selling a customer an electronic assembly system solution, the method comprising the steps of:

a. offering a performance-based contract for sale of the assembly system solution, wherein the price of the solution is a function of the performance of the solution;

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b. upon customer acceptance, delivering the assembly system solution;

c. monitoring the performance of the assembly system solution; and

d. assessing compensation based upon the monitored performance and the price function.

29. The method according to claim 28, wherein the performance of the system is predicted using a computer model.

30. The method according to claim 29, wherein the step of computing system performance comprises modeling the electronics assembly system at a material flow level of abstraction.

31. The method according to claim 29, wherein the step of computing system performance comprises the steps of:

entering data into an input interface;

transferring the data from the input interface to a modeling tool; and

building a simulation with the modeling tool utilizing the transferred data.

32. The method according to claim 31, wherein the simulation comprises a discrete event simulation.

33. The method according to claim 31, wherein the step of entering data is performed on a client device and the step of building the simulation is performed on a server device.

34. The method according to claim 31, wherein the input interface comprises a spread sheet.

35. The method according to claim 31, wherein the input interface comprises a web form.

36. The method according to claim 29, wherein the step of computing system performance is performed using a computer model that represents the electronics assembly system and simulates an aspect of the behavior of the system.

37. The method according to claim 29, wherein the computer model represents the system at a material flow level of abstraction.

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